

Citrus Industry

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GETTING THE FACTS

Last month The Citrus Industry asked for information as to the average cost per box of producing citrus fruits in Florida. The request was made, we confess, without too much hope of receiving general response from growers, as we realize that all too few growers keep accurate and detailed records of production costs.

Fortunately, however, the Florida Agricultural Extension Service connected with the State University, which has done and is doing a vast amount of research work in the interest of Florida growers, came to the rescue. Over a period of some twelve years, the Extension Service has been keeping a record of grove costs in several hundred groves. Reports from these groves are detailed and accurate, covering every item of expense incurred in the production of citrus fruits. The result of this work by the Extension Service is given in a paper and table by Zack Savage, Extension Agricultural Economist, which is published elsewhere in this issue.

While the figures given by the Extension Service may not apply with absolute accuracy to every grove in the state, they do serve to show in a general way the average cost of production for the state as a whole, and are certainly the best index obtainable. They serve also to show the painstaking efforts of the Extension Service in behalf of the growers.

The article by Mr. Savage which appears in this issue is the first of two papers prepared for this magazine on the subject of citrus production costs, the second of which papers will appear in our next issue. Study of these two papers and the accompanying tables should enable Florida citrus growers to gauge intelligently their production costs and serve as an aid in estimating profits. They supply in detailed and accurate form the information requested by this publication a month ago.

RESEARCH WORKERS ORGANIZE

The recent visit to Florida by research specialists of California, Texas and Arizona should result in benefit to the citrus growers of all the citrus producing states. The formation of a joint problems research board, with members from each citrus producing state, promises much in the way of solution of common problems.

Visiting Florida citrus groves, packing houses, canning plants and concentrate establishments, the visitors displayed a keen interest in the work being done here and in the newest developments in the processing of citrus fruits and juices and the work being carried on by the research workers of this state.

While each producing area has its own peculiar problems, it is becoming more and more apparent that those problems common to all producing areas must be solved by all-embracing organizations. The formation of this joint research board is a step in the right direction. It is a recognition of the interdependence of all citrus producing areas.

With constantly increasing citrus production, the post-war problems of citrus growers are bound to multiply. New and expanded outlets must be found. This will call for the united efforts of the best minds in the industry of the four great citrus producing states. Growers are to be congratulated that a start has been made in this direction.

NO PLACE FOR LOAFERS

The Federal government has again reminded workers within the citrus industry that they are still classified as essential workers. This Federal reminder has been backed up by similar advice by the Florida citrus commission.

Workers employed in the production, packing and processing of citrus fruits are regarded as workers in an essential industry and are not subject to draft under the new Federal policy of drafting workers not connected with the war effort on the home front.

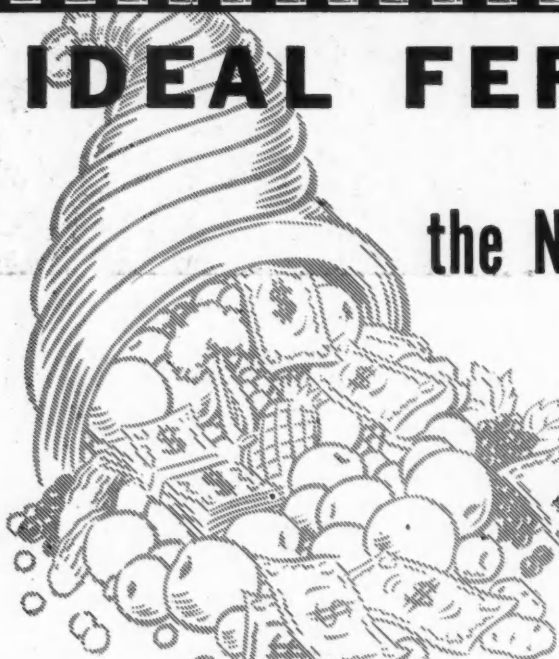
The armed forces have been leaning heavily upon the citrus industry and continue to do so. Citrus fruits and citrus juices are flowing to the men in the fighting fronts in a constant and ever-increasing stream. Men in the armed forces within the United States are being supplied with vast volumes of citrus fruits.

In order to keep up this supply, it is necessary that production and processing be kept at top level. There must be no let-down due to a shortage of workers. There must be no week-end vacationers or three-day-a-week men among citrus workers. It is a full time job at full time hours. If workers in this essential industry try to make it a part-time job, they will probably find themselves called up before some draft board and inducted into service. There is no place for loafers anywhere in the citrus industry.

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Publication office at Bartow, Florida. Entered as second class matter February 16, 1920, at the post office at Tampa, Florida, under the act of March 3, 1879. Entered as second class matter June 10, 1933, at the post office at Bartow, Florida, under act of March 3, 1879.

Twenty-Five Years Of Service

The Citrus Industry Magazine Passes Quarter Century Mark

With this issue The Citrus Industry Magazine is celebrating its twenty-fifth anniversary. As a matter of fact, it reached its twenty-fifth birthday a month ago, but celebration of the event was postponed for reasons considered sufficiently weighty by the publishers but of no interest to its readers.

Coming to Florida from Texas in the early days of 1918 with a lifetime of newspaper and magazine publication behind them, the members of the Frisbie family believed there existed here a field for the publication of a purely citrus publication. This idea, when presented to leaders of the industry in Florida, met with varied reaction, ranging all the way from enthusiastic support to equally enthusiastic opposition. Being possessed of a certain degree of optimism, not to say pertinacity, (or, perhaps, it was obstinacy) and with abundant faith in the future of the industry, the Frisbies clung to their idea and went ahead with their plans for the publication of the magazine.

In January, 1920, the first issue of the magazine was issued from the press of the old Courier-Informant in Bartow, although the headquarters of the magazine were in Tampa. In March of 1921 the Associated

Publications Corporation was organized to take over the magazine and the plant of the Courier-Informant was purchased. The original stockholders and the first board of directors consisted of S. L. Frisbie, S. Lloyd Frisbie and A. G. Mann, all of whom have since been continuously connected with the organization and the magazine. From the time of its first number, the magazine has never missed an issue. Headquarters were moved from Tampa to Bartow in February, 1936.

During the quarter century of its existence, The Citrus Industry has witnessed many changes in the industry of the state, both in the personnel of citrus leadership and in the methods of production, management and marketing.

When The Citrus Industry Magazine first began publication, the Florida Citrus Exchange, then as now, the leading co-operative organization of the state, was headed by the late Dr. J. H. Ross, with Ned Stewart as secretary and manager. The Exchange at that time carried on an extensive national advertising campaign directed by the Jefferson Thomas Advertising Agency of Jacksonville, with the late Frank Kay Anderson in direct control of the account. Mr. Ander-

son later became associated with The Citrus Industry but sold his interest some years ago to the Frisbies.

Twenty-five years ago the late L. B. Skinner was one of the largest individual owners of citrus groves in the state, and was among the most consistent supporters of this publication in its early days. S. O. and J. C. Chase, of Chase & Co., Sanford, were among the leaders of that period, and a check for the first paid subscription to the magazine came from J. C. Chase of that organization. Incidentally, that check is still in possession of this organization.

Other early supporters of the magazine, many of whom have since passed to the Great Beyond, were C. W. (Joe) Lyons, Lem Woods, W. B. Coarsey, F. L. Skelly, (who later became a stockholder in the corporation), R. B. Woolfolk of the American Fruit Growers Inc., A. B. Michael, who promoted a subscription campaign for the magazine on the East Coast, Frank Stirling, who contributed numerous interesting and instructive articles to its columns, L. H. Kramer, promoter and developer of Mammoth Groves, M. E. and D. C. Gillette of the Buckeye Nurseries, C. E. Thomas of the

C. E. Thomas Nurseries, H. E. Cornell, of the Glen St. Mary Nurseries, J. Walker Pope, grove and resort developer, the Reasoner Brothers of Royal Palm Nurseries, J. A. Griffin, grove owner and president of the Exchange National Bank of Tampa, W. J. Krome, Vet Brown of the Lake Garfield Nurseries, and a host of other good friends many of whom who have since departed.

Twenty-five years ago Edgar A. Wright, whose early citrus experience was in California, was editor of the Florida Grower magazine, ably assisted by his brother-in-law, Russell Kay, who still retains his interest in and devotion to the citrus industry of the state, albeit more or less engrossed with affairs of state and politics. C. C. Commander, now manager of the Florida Citrus Exchange, was then manager of the Florence Villa Citrus Growers Association at Florence Villa, which was then shipping a greater amount of citrus fruits each year than any other packing house in the state.

These leaders of twenty-five years ago were able and conscientious men and in their day did valuable service for the industry. Those of them still living are still active, while those who have "passed over" have been succeeded, (in many cases by their sons), by men of equal energy and worth.

And while these changes have been taking place in the personnel of citrus leadership, there have been changes in methods of production, changes in marketing systems, changes in control of distribution, advances in research. There have been numerous "ups and downs" in the industry and in the career of this magazine. While at times the "downs" appeared to be more numerous than the "ups" in the long view the industry has progressed with the years.

Twenty-five years ago, the industry was still in the clean-up stage of the citrus canker campaign which a few short years before had threatened the very life of the industry. Years of depression, low prices and a freeze or two brought financial loss to many growers. Then came the Mediterranean fruit fly with its campaign of eradication, ably conducted by the late Wilmon Newell and his numerous corps of assistants, which further threatened the industry and brought greater loss to the growers.

But every vicissitude was met with

courage and hopefulness by the growers and through every difficulty they clung to their groves and neither they nor this publication ever lost faith in the ultimate success of the industry. The prosperity of recent years has fully justified that faith.

Then there have been legislative programs which have served to benefit the growers. An inspection service, not perfect it is true, but one which has done much toward "bringing order out of chaos," has served as at least a partial brake upon the shipment of unfit and unpalatable fruit. Federal and state control of grades and of distribution have been of material aid to growers. Federal-State frost warning service has given growers advance warning of coming frosts and, being forewarned, they have at least partially prepared to provide protection.

But, perhaps, the greatest single aid to growers was the creation of the Florida Citrus Commission. Not all growers have at all times approved all the activities of the Commission. This publication has not at all times approved all the activities of the Commission. But, by-and-large, the Commission has been conducted in a manner of benefit to the industry. Its members have labored conscientiously to further the best interests of the growers. In the main the Commission has achieved favorable results. Its advertising program has resulted in expanding markets for Florida fruit. Its research department has resulted in vast improvements along many lines.

The agricultural department of the Florida State University has given valuable service through its numerous experiment stations and through the wide distribution of the results thus obtained. In these experiments and in its research work the department has had the co-operation of the Federal government. All these factors have resulted in benefit to the Florida citrus growers. The work of Dr. A. F. Camp at the Lake Alfred Experiment Station has been of particularly valuable assistance. Many of his papers have appeared in these columns.

As to The Citrus Industry Magazine itself, we have attempted at all times to live up to the motto adopted at the birth of the publication: "Representative of every interest; representing no special interest." There may have been times

when we were tempted to abandon this policy, but so far we have been able to resist the temptation. Adherence to this policy has, we believe, gained the confidence and good will of Florida citrus growers; through continued observance of that same policy we hope to retain that confidence in the future.

Along with the industry as a whole, The Citrus Industry Magazine has suffered its periods of depression and of moderate prosperity, but, whether "up" or "down," the publishers have retained their faith and endeavored to give the growers a readable, dependable and unbiased presentation of topics of interest to the producers. Through co-operation with the Florida State Horticultural Society it has presented papers of interest on every topic of grower concern, both cultural and marketing. This same policy will be continued as long as the publication remains in the hands of its present owners.

Established as a "child" of the Frisbie family, it has so remained throughout the years. In the beginning, S. L. Frisbie was editor, and upon the organization of the Associated Publications Corporation became also the president; S. Lloyd Frisbie at that time was named Secretary-Treasurer, and at a later date became also general manager; Loyal Frisbie, now in the armed forces overseas, is business manager, and the three constitute the board of directors. A. G. Mann since the inception of the publication has been production manager, a post which he still holds.

The Citrus Industry Magazine takes a certain degree of satisfaction for any part it may have played in the progress and advancement of the citrus industry of Florida. With the same ownership and the same management which have prevailed during the past quarter century, we feel justified in giving the assurance that the same active interest in the welfare of the industry, of which the growers constitute the cornerstone, will be maintained. To the extent that this promise is fulfilled we hope to merit the continued confidence and support of Florida citrus interests. With an ever increasing clientele of both readers and leaders in commerce and industry, we are encouraged to believe that the promise may be fulfilled and that the influence of the magazine for good of the industry may be increased with the coming years.

Citrus Research...

Dr. L. G. MacDOWELL
Director of Research
Florida Citrus Commission

I think everyone will agree that both the quality and the quantity of our fruit has been greatly increased in recent years through the scientific application of fertilizers, dusts and sprays. The discovery of the essentiality of certain elements—notably magnesium, copper, manganese and zinc—to the growth of citrus has allowed heavy production on land which otherwise would not have supported continued growth on the ordinary nitrogen-phosphoric acid-potassium fertilizers. This production also has been accompanied by an increased solids and vitamin C content of the fruit. In addition, the increased vigor imparted to the trees by the full use of these so-called "minor elements" can make the trees and their fruit much less susceptible to the ill-effects of continued low temperatures. The intelligent use of dusts and sprays which have proved effective in rigidly controlled experiments has enabled the producer to grow better-appearing fruit on healthier trees. Growers today are also reaping the benefits resulting from many years of painstaking research devoted to the proper selection of bud-wood and root-stocks.

The constant increase in our production has been accompanied by an even greater increase in the amount of fruit which is being processed. The present canning, concentrating and cattle-food industries are based entirely on research work done in the past. As an isolated illustration of how effective this research can be, I might mention the results of a recent survey conducted by the Florida Citrus Commission in cooperation with the United States Department of Agriculture. This survey covered the operations of about twelve representative canners in this state, and showed that these canners were preserving in their canned grapefruit juice over 97% of the vitamin C originally present in the fresh juice. Their ability to do this was made possible only by research on canning techniques and procedures.

Since the isolation and identification of vitamin C in the early 1930's by King, Szent-Gyorgyi and others, many thousands of man-hours have been spent by research workers in determining the place of this vitamin in the human and animal diet

AN EXPLANATION

On the cover page of the January issue I note a very interesting comment made by one of your readers. He uses the information in our December article as a basis for his comment. Concerning the short editorial note at the bottom of the cover page, I find it misleading. It so happens that the article by Dr. Hamilton and myself was prepared several weeks in advance of the hurricane. Consequently, our figures would not reflect the upward adjustment made by the Office of Price Administration in November to compensate for the hurricane loss. As a consequence the reduction made on January 1 still leaves the ceiling prices now in effect higher than those shown in our article. To illustrate the above, the New York figure of \$7.09 to the consumer, as shown in our article, was increased to \$7.71 after the hurricane adjustment, and after the January 1 adjustment was reduced to \$7.33, a figure still 24c above that shown in our article.

J. WAYNE REITZ,
Economic Counsel, United
Growers & Shippers Assn.

and in ascertaining the amounts present in various food-stuffs. From the basis of this work has come the recognition of the vital importance of the vitamin in human nutrition and also the recognition that in citrus fruit we have what is probably its best all-round source. In the place of the past meager knowledge that scurvy could be cured by lemons and limes, we now know that the vitamin C present in all citrus fruit is essential to the human body for many reasons. In consequence of this knowledge, citrus fruit is considered an essential food and is given a prominent place in the national nutrition program and the diet of our armed forces.

Passing to the question "What part can we expect research to play in the future development of the citrus industry?", I am firm in my

belief that the need for research will become ever greater as the industry continues to expand. Perhaps this work will not be so productive of spectacular results as has some of the work in the past, since many of the relatively obvious problems have been solved, but in the field of citrus by-products alone there remain acres of unexplored territory. Some of the paths here have already been outlined, such as in the production of pectin, seed oil, alcohols, organic acids, feed molasses, cattle food, etc., but much more work of both investigatory and development nature needs to be done.

In addition, the canning industry still has many problems to be solved. Maximum retention of the flavor and sparkle that make our oranges world famous is still to be obtained. Likewise, the prevention of the slow decomposition of canned and bottled products, with the development of off flavors and darkening, is a problem that needs earnest attention.

The sudden birth of the concentrating industry has presented us with a whole host of new problems. Among these are the optimum operating conditions for the best preservation of colors and flavors, methods of packing and storing, and others. The production of the ultimate concentrated product; that is, a citrus powder composed wholly of citrus solids and with less than 1% moisture present, is not too far in the offing.

With our constantly expanding production and market it becomes ever more important to extend the storage life of our fruit to its maximum limits. Thus, much work needs to be done on the better control of decay and shrinkage in citrus, and in particular the control of stem-end rot. If we could extend the average storage life of our fruit by only one week we could much more effectively market our products. A start in this direction has been made with the Pliofilm wrapping of tangerines. Unfortunately, the war has prohibited the testing of this wrapped fruit on a commercial scale because Pliofilm is made from rubber, but the method holds much promise as a means of con-

(Continued on page 30)

Costs And Returns ... Of Florida Citrus

The Agricultural Extension Service of the College of Agriculture, University of Florida, Gainesville, has been carrying on a citrus costs and returns study for 12 completed seasons and has costs for an additional season. Returns are not yet available for 1943-44. Table I shows the results of this study for the groves averaging over 10 years of age.

Most of these groves had orange, tangerine, and grapefruit trees in them. Approximately one-third of the trees were grapefruit. The boxes of fruit harvested per acre ranged from 92 in 1933-34 to 257 in 1942-43. During the majority of the seasons the fruit harvested and the fruit produced were the same. However, in a few seasons part of the fruit was not harvested due to low prices of fruit.

The average of the groves by seasons ranged from 17 to 22 years. Age of tree is an important factor in the amount of fruit produced. Differences in average age of groves and the tendency of grapefruit trees to alternate bearing, contributed to the fluctuations in the fruit harvested.

Labor, power, and equipment costs decreased during depression years but have risen during recent seasons. These costs were approximately the same in 1942-43 as in 1941-42 but increased 26 percent in 1943-44 over 1942-43. A large part of this increase was in labor costs.

Only three times in 13 seasons did the cost of fertilizer and amendments exceed \$27.00 per acre. This occurred during the first and the last two seasons. These costs increased 51 percent from 1941-42 to 1942-43, but amounted to less in the latter year than in 1931-32. There was a further increase of 26 percent in 1942-43, or 90 percent more than in 1941-42. Along with other more intensive practices during the last two seasons was an increase in fertilizer tonnage applied. The average cost of fertilizer and amendments for the 13 seasons was \$25.12 per acre.

The cost of spray and dust ma-

By ZACK SAVAGE

Extension Agricultural Economist

Summary of Costs and Returns will be found in detailed table on following page.

terials varied somewhat over this period. \$2.99 in 1935-36 was the lowest of the period with almost constant increases until 1942-43 when it was \$7.40. This was an increase of 147 percent over 1935-36. The average cost of spray and dust materials per acre for the last five seasons was 83 percent higher than during the first five. Part of this increase is attributable to the use of oil sprays during the first-mentioned period. The item of miscellaneous costs includes frost protection, general overhead, etc.

Total operating costs correspond very closely with cash costs, the chief difference being the inclusion of interest and depreciation on power and equipment. Total operating costs did not exceed \$63.00 except in the first year and last two years of the 13-year period. The average cost for the 10 intervening years was \$55.30 per acre. The cost in 1942-43 exceeded this amount 41 percent and 69 percent in 1943-44. The 1931-32 season had the second highest operating cost of the period. This cost was more than double in 1943-44 what it was in 1934-35.

The amount of interest on grove valuation shown reflects the average estimate of the grove operators for land and trees. A decline in estimated valuation followed the depression, and the 1943-44 interest charges do not reflect any marked increase in valuation. One reason for this is that the season designations in the table are on the basis of fruit marketing. The costs shown under the 1943-44 marketing season occurred in the period from September 1, 1942 to August 31, 1943. Since this period, increases in esti-

mated valuations have been manifested.

Total cost excluding owner's supervision was almost as high per acre in 1931-32 as in 1943-44 but due to the much increased production in 1943-44 the cost per box was much lower. The average total cost per acre was \$94.80 for the 13-year period. The average cost per box for the 12-year period was 57 cents of which 20 cents was interest on grove valuation. The range in costs per box for the past five seasons was 42 to 49 cents.

The price the grower received for his fruit has an important bearing on the profitableness of his business. During four seasons of the 12-year period the price the grower received exceeded \$1.00 per box. One season fruit returned 97 cents and in the other seven seasons it returned less than 75 cents per box. The average returns per acre were \$129.74 or 80 cents per box. There were eight seasons when the per-acre returns were less than the average. Four seasons were above the average with one, 1942-43, more than three times the average and more than twice that of the previous season, 1941-42.

Net returns per acre averaged \$37.34. In 1942-43 the net returns per acre were more than for the other 11 seasons combined. The net returns per box varied from minus 35 cents in 1932-33 to \$1.11 in 1942-43. The average was 23 cents per box. The net returns for the first 11 seasons averaged \$14.78 per acre or 10 cents per box.

The net returns above operating costs averaged \$70.23 per acre or 43 cents per box for the 12-year period. The good prices of fruit during the last two seasons increased the average net returns very materially. The average for the first 11 years was \$47.94 per acre or 31 cents per box while the average for the first 10 years was \$39.92 per acre or 27 cents per box.

Figures from the 39 growers' reports received to date show fruit harvested and returns for 1943-44 season to be materially higher than for any of the 12 shown in Table I.

Summary of Costs and Returns Per Acre and Per Box for Groves Averaging Over 10 Years of Age

	1931-32	1932-33	1933-34	1934-35	1935-36	1936-37	1937-38	1938-39	1939-40	1940-41	1941-42	1942-43	1943-44
Number of grove records	44	98	182	211	264	272	270	261	262	266	266	240	244
Total acres of groves	560	3595	6269	6499	8221	8766	8869	9381	9303	9853	9464	8463	8477
Average acres per grove	13	37	34	31	32	32	33	36	36	37	36	35	35
Average age	17	18	17	18	18	18	19	19	20	20	20	22	23
Number of trees per acre	62	58	58	58	59	60	59	60	60	61	61	61	61
Percent trees grapefruit	30	32	32	35	32	30	29	32	32	32	32	32	32
Boxes harvested per acre	166	132	92	121	114	138	158	205	179	199	187	257	*

Costs per acre:

Labor, power, and equipment	\$ 29.75	\$ 25.25	\$ 19.66	\$ 17.33	\$ 19.54	\$ 21.72	\$ 23.08	\$ 22.47	\$ 22.25	\$ 26.42	\$ 28.29	\$ 29.31	\$ 36.81
Fertilizer and amendments	37.07	22.87	17.73	18.94	19.22	21.80	26.95	26.70	19.90	20.73	21.48	32.42	40.71
Spray and dust materials	3.97	3.38	3.13	3.14	2.99	3.81	4.85	4.85	4.67	5.55	6.07	7.40	6.60
State and county taxes	11.71	4.92	5.10	4.96	5.66	5.75	5.04	4.40	4.57	4.41	4.36	4.07	4.69
Miscellaneous	.80	1.44	1.61	.53	2.49	1.79	1.71	2.05	2.06	2.96	2.39	4.70	4.71
Total operating costs	83.30	57.86	47.23	44.90	49.90	54.87	61.63	60.47	53.45	60.07	62.59	77.90	93.52
Interest on grove valuation at 6%	39.60	39.25	36.33	34.50	33.12	32.73	32.20	29.28	29.46	28.87	29.38	29.79	30.08
Total cost excluding owner's supervision	122.90	97.11	83.56	79.40	83.02	87.60	93.93	89.75	82.91	88.94	91.97	107.69	123.60
Returns from fruit	160.43	49.98	68.21	68.99	115.13	144.10	87.77	81.29	85.39	111.57	190.79	393.24	*
Net returns	37.53	-47.13	-15.35	-10.41	32.11	56.50	-6.16	-8.46	2.48	22.63	98.82	285.55	
Net returns above operating costs	77.13	-7.88	20.98	24.09	65.23	89.23	26.14	20.82	31.94	51.50	128.20	315.34	

Costs per box:

Total costs excluding owner's supervision	.74	.73	.91	.66	.73	.63	.60	.44	.46	.45	.49	.42	
Returns from fruit	.97	.38	.74	.57	1.01	1.04	.56	.40	.47	.56	1.02	1.53	
Net returns	.23	-.35	-.17	-.09	.28	.41	-.04	-.04	.01	.11	.53	1.11	
Operating costs	.50	.44	.51	.37	.44	.40	.39	.30	.30	.30	.33	.30	
Net returns above operating costs	.47	-.06	.23	.20	.57	.64	.17	.10	.17	.26	.69	1.23	

* Returns not yet available.

Shipping Citrus Fruit Under Standard Ventilation

Rule No. 385 of the Perishable Protective Tariff No. 13, Agent Quinn's I. C. C. No. 22 provides in part as follows on refrigeration cars,

"Close Vents at 32 degrees; Open Vents above 32 degrees."

We are advised that some citrus shippers are requesting this provision be changed,

"Close Vents at 25 degrees, Open Vents when above 25 degrees."

At the request of rail lines we circularized the Executive and Traffic Committees of the League regarding the matter, and while a majority of the replies approved or were not adverse to the change, other suggestions of 26, 27, 28 and 30 degree weather were preferred as the closing time for the Vents, with one suggesting no change.

The consensus of these replies was transmitted to the officials of the Florida railroads, and we are now advised that the subject is to be considered at the next meeting of the National Perishable Freight Committee.

If you have any views to express, either for or against the proposal to close vents at 25 degrees and open vents when above 25 degrees, and you will advise us promptly, we will be glad to receive and submit your views to the National Perishable Freight Committee for consideration at its next meeting.

Free Time At Destination On Fresh Or Green Fruit and Vegetables
I. C. C. Service Order No. 112, effective September 13, 1944 allows 48 hours Free Time to load or unload cars of Fresh Fruit and Vegetables.

We are in receipt of Amendment No. 2 to S. O. No. 112, effective 7:00 a. m. January 7th to expire December 1st, 1945, providing that during Extreme Weather conditions as described in Rule 8, Section "A" of Jones Demurrage Tariff 4-X, I. C. C. No. 3815, the rules, regulations and charges provided in the tariff shall apply.

Rule No. 8, Section "A", 1, describes weather interference, and when weather conditions during the free time make it impossible to work at loading or unloading or move

GROWERS AND SHIPPERS LEAGUE OF FLORIDA

Bulletin No. 452

freight from the cars without serious injury to the freight, the free time will be extended 48 hours, or to 96 hours on cars subject to Rule 8, Section "A", provided, however, that no extension of free time will be allowed unless claims stating fully the weather condition, is presented in writing to the railroad within 30 days after the date on which the demurrage bill is rendered.

Demurrage Charges On Refrigerator Cars

I. C. C. Service Order No. 180, effective October 4, 1944, provides penalty demurrage charges after the expiration of the free time, ranging from \$2.20 per day for the first 2 days, \$5.50 for the 3rd day, \$11.00 for the 4th day, \$22.00 for the 5th day, and \$44.00 per day for each day after the 5th day.

We are in receipt of Amendment No. 1 to S. O. No. 180, effective January 7th, to expire December 1, 1945, providing for Extreme Weather Conditions, as provided in Jones Demurrage Tariff 4-X, I. C. C. No. 3815, stating that during extreme weather conditions as described in Rule 8, Sec. A, of this tariff, the rules, regulations, and charges provided in the tariff shall apply.

In addition to Rule 8, Sec. A, 1 above, which likewise applies to Service Order No. 180, Rule 8, Section A, 2 provides that if at the

time of placement the freight is frozen or congealed so as to require heating, thawing or loosening to unload, the free time will be extended 48 hours before the assessment of Demurrage Charges, provided a written statement is given to the railroad's Agent before the expiration of the first 48 hours, that the lading of the car, (giving car number) will require heating, thawing or loosening to unload.

Standard Refrigeration on Mixed Carloads of Tangerines and Other Citrus Fruit

General Permit No. 1 under Service Order No. 262, provides Standard Refrigeration on mixed carloads of Tangerines, Temples, King or Clementine Oranges with other citrus fruits, provided the Tangerines, etc., in the car comprise not less than 50% of the lading.

It was our understanding with the I. C. C., Bureau of Service in a conference on December 8th, 1944, that the mixture would require 50% of the tariff minimum on Tanger-

(Continued on page 15)

OPPORTUNITY!

Field Service Man

We have an opening for an additional field service man experienced and capable of servicing Florida citrus growers and truck growers. Permanent position with opportunity for advancement. Write or telephone us for personal interview.

Jackson Grain Co.

X-Cel Fertilizers And
Spray Materials

P. O. Box 1290, Tampa 1, Fla.

POUNDS TRACTOR COMPANY

(Not Incorporated)

CASE GROVE EQUIPMENT

HARDIE SPRAY MACHINES

SALES AND SERVICE

Third St. & Ave. D, S.W.

WINTER HAVEN, FLA.

Phone 23-171

THE RIGHT CARE MEANS. A PROFITABLE FUTURE

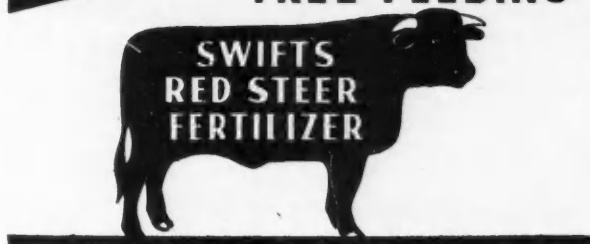
Many groves, identified by the Swift Grove Service sign, are being built up to high quality production the Swift way. Watch them! The results will be better fruit . . . more profit!

The day is coming when plant food supplies will be easier to get and our grove consultants will be looking for additional acreage to supervise. Unfortunately, we can't name the day but we do see signs that indicate it won't be too long.

Florida growers who have watched the Swift Program for Controlled Tree Feeding in operation have marvelled at seeing run-down groves reach top production—and top profits. And the Swift Program keeps them there, too.

THIS GROVE REGULARLY
INSPECTED & SERVICED
UNDER THE

Swift Program
for CONTROLLED
TREE FEEDING



Swift & Company, Plant Food Division
Bartow, Florida

Better Trends In Prices Reflect Growing Interest In Good Nursery Stock

W. H. Friend of the Valley Experimentation Station, reports that many growers are interested in the planting of citrus now. The high returns being realized from good acreage planted to oranges and pink fleshed grapefruit has created a lively demand for citrus nursery stock. The prices being charged for trees are now sufficiently high to enable the nurseryman to supply trees which are propagated on well adapted, re-selected understocks, and of the best clonal strain obtainable. It is not enough to guarantee trueness to variety, as the nurseryman owes it to the orchardists he serves to use every precaution to use the best strain obtainable and to make sure that the buds are cut only from trees known to be free of communicable disease such as Scaly Bark.

The citrus orchardist places a lot of trust in the nurseryman who supplies the foundation stock for his orchard, and he has every right to expect true and dependable trees. Good trees are highly important and it certainly pays to deal with a dependable nurseryman. It is a most discouraging experience to work long and hard at the development of a citrus orchard only to find that the trees are of inferior type or entirely different from the variety ordered. Since dependable nursery stock is so highly important in the establishment of a citrus orchard, it seems strange that some type of bonding and licensing law hasn't been set up to regulate the production of this highly important factor.

Best Varieties Listed

There are comparatively few standard varieties of oranges and grapefruit, which are being offered for sale in the Valley. This is as it should be, as variety standardization is highly important in the merchandising of fruit. Hamlin, Joppa, and Valencia are the standard varieties of oranges for general planting; while Ruby, Pink Marsh, and Marsh are the standard types of grapefruit.

Navel oranges, Temple oranges, tangerines, tangelos, lemons and limes are commercial types of minor importance. Under average conditions, the production of these

W. H. FRIEND

In Mission, Texas, Times

fruits is not as profitable over a period of years, as is the case with standard types of oranges and grapefruit. Authentic trees of Hamlin, Joppa, and Valencia orange and Ruby, Pink Marsh, Marsh grapefruit are hard to beat under Valley conditions. The purchaser of trees of these varieties would like to know that they are budded on culled and re-selected sour orange understocks, and that the parent trees were in good health and true to type. Bud selection, by a person competent to judge standard varieties of citrus fruit, is a most important part of good nursery practice.

Avoiding the propagation of bud (limb) sports is the only way of preventing the so-called "running out" of varieties. On the other

hand, this is the way we obtain new and desirable varieties of citrus such as Marsh Pink and Ruby grapefruit. The citrus nurseryman should have an exact knowledge of the "standards of perfection" for each variety he propagates and should make every effort to use buds only from the limbs of trees that produce fruit meeting these standards. He should also know how to recognize the leaf symptoms of Scaly Bark disease, in order that he can avoid trees having this incurable, degenerating disease.

Citrus orcharding is a long time business, if the grower establishes his trees on well adapted, safe soil; and the average owner would like to start with safe and dependable trees.

*Help Our Boys...
...Buy War Bonds*



DITHANE
did it

"Same seed, same type of land, same fertilizer, but look at this for yield and grade compared to what you're getting, Joe."

There's only one difference in your way of growing potatoes and mine — as far as I can see. I used DITHANE. Blight was controlled and the leaves thrived right through the season. The tubers got the benefit of it. Yes, sir, DITHANE did it."

Dithane is a high quality organic fungicide. It has a long-lasting effect — a matter for consideration when man-hours are a factor.

Your ORTHO fieldman will give you all the help you need.

**CALIFORNIA SPRAY-CHEMICAL CORPORATION
ORLANDO, FLORIDA**



Legislative Committee Is Named By Florida Citrus Commission

Striving for a "harmonious, non-controversial" program, the Florida Citrus Commission has named a special legislative committee to work with the industry generally in making a study of needed changes in present laws and new statutes, preparatory to the April meeting of the legislature.

Judge W. L. Tilden of Orlando has been named chairman of the special legislative committee with A. S. Herlong of Leesburg and Charles A. Stewart of Auburndale as members.

The committee held a meeting in Lakeland sometime during December, to assemble all recommendations and suggestions for legislation or revisions so they may be given full study, and it is hoped that by this time "various ideas (on legislation) will have developed to a rather definite though flexible stage."

In a statement issued by the committee it was suggested and requested "that every group, phase, factor and individual of the industry interest itself immediately in the study of the legislation needed by the industry with the view of formulating recommendations at the earliest possible date. With this accomplished, all interests will meet for general discussion with the commission, in the earnest hope that a harmonious, non-controversial program will develop."

Five points outlined in the committee statement, as objectives for the legislative committee, include:

1. To stimulate early thought in the formation of a constructive legislative program for the 1945 legislature.

2. If possible, to assist in coordinating and harmonizing any program or partial program advocated by any group, individual or phase of the industry.

3. To make available to the industry its facilities and any information in its possession for thorough study and discussion of problems developed by experience and changing conditions.

4. As a commission to advocate no program or part of program until agreed upon by the industry.

5. To acquaint our legislators

with the necessity and reasoning back of the program (especially legislators in the citrus counties.)

Members of the committee are of the opinion that by fully acquainting the legislators with the

industry and its changing needs, there will be less friction and delay in getting passage of those bills and measures which will be of distinct benefit to the citrus grower, shipper,
(Continued on page 20)

NACO FERTILIZER COMPANY

... is fully conscious of its responsibility to the citrus grower of Florida to continue to supply them with the finest fertilizers that can be produced under war time limitations.

We have reasonable supplies of excellent organics as well as all other primary plant foods and can supply the minor elements*, either in our Five Star Brand or in specific quantities to meet particular requirements.



Let NACO BRAND fertilizers prove their value in your grove.

Try them—and...

COMPARE RESULTS!

*Zinc, Iron, Manganese, Magnesium, Copper,
Plus Borax

NACO FERTILIZER COMPANY, Jacksonville 1, Florida

The Year's Work At The College Of Agriculture

At this time I desire to discuss with you about the work of the Experiment Station and Extension Service for the year now drawing to a close. We feel that you will be interested because these are state agencies—you support—to help you with your farm problems and to work out ways and methods that will enable you to increase your production, the quality of your products, and, also, to help you to improve rural life in general.

Agricultural Experiment Station workers, as you know, are primarily concerned with research—digging into problems and to working out solutions for them—and Agricultural Extension Service workers carry the results of research that you may apply them to your crops and conditions.

This is the fourth year in which workers of the two agencies have concentrated their efforts on production for war conditions. A year before Pearl Harbor, they adjusted their program to the main job of helping Florida farmers produce larger crops than ever before, and they have continued to concentrate on this work each year since 1941. And, observing their efforts and the results, we feel that they have played no small part in the production of the great crops that have come from field, grove, range, forest and garden during the past four years.

Of course, the actual production work has been done by farmers and growers, but workers of the Experiment Station and Extension Service have stayed in very close touch with them to give the latest information on methods, results of research, and to encourage and help them in every way they could to meet their production goals. In doing this work, the research and extension workers were only doing their duty, but—and we believe you will agree—they have done it well.

What are some of the specific accomplishments of Experiment Station workers during this year of 1944?

Well, the new fertilizer combinations and applications which they

H. HAROLD HUME
Provost For Agriculture
University of Florida

developed have enabled farmers to increase their production of corn, peanuts and pasture and forage crops. They showed that the best weapon against mastitis, that very destructive and costly disease of milk cows, is rigid sanitation, although some treatments that have proved quite effective in treating cases of mastitis have also been worked out.

They made extensive test of defluorinated superphosphate and have found that it was quite satisfactory as a temporary substitute for bone meal.

Oat acreage at present is the largest in the history of the state, both for winter grazing and for grain harvest. The rust-resistant oat varieties that are planted on most of this acreage were selected, tested, and distributed by Experiment Station workers.

A disease marked by swollen joints and general low grade toxemia was causing the deaths of many calves on ranges in the state, and it was an Experiment Station veterinarian who found it was caused by a germ known as *Streptococcus pyogenes* and that it could be transmitted by the screw worm fly. An effective preventive treatment for it also has been worked out.

They also showed that Florida vegetables are well suited to dehydration, that dusting machine-shelled peanut seed with Arasan or two percent Ceresan would result in 30 percent stronger stands.

Other Experiment Station findings included the discovery that tung trees need copper and magnesium, that a certain variety of field corn looks promising for the Everglades section and Southern Florida, that Spergon spray will control destructive downy mildew of cabbage, and that fertilization and spraying with certain materials will prevent mineral deficiencies and diseases in citrus.

A noteworthy development in Experiment Station horticultural research was a freeze-centrifuge method of concentrating citrus juice, worked out in the laboratory here in Gainesville. When this concentrate is reconstituted with water, the result is a juice equal in quality to fresh fruit juice.

There were many other findings of importance in Experiment Station work during the year, but we do not have time to give an inclusive list of them.

Taking up our consideration of Extension Service work during the year, we find the emergency farm labor program as one of the front-rank activities. Thousands of workers and hundreds of war prisoners were placed in fields and groves to harvest crops, and arrangements were also made for intra- and inter-state movement of workers to points where they were most needed. Everyone knows what a headache the farm labor shortage problem has been for the past two years, but quick and efficient work on the part of those in charge of the emergency farm labor program has eased many difficult situations during the past 12 months.

Extension Service workers also continued their vigorous support of the Victory garden program. They helped in rationing of farm machinery, in arranging cooperative purchases of feed, fertilizer, and other supplies, in war bond and scrap collection campaigns, in campaigns to obtain more pulp wood for military use, and in the marketing of farm products.

They held many meetings and conferences of farmers, growers, cattlemen, and others to deal with war-time problems and make plans for solving them.

County agents and specialists have kept in close touch with the farm work throughout the state and have done all they could to help farmers produce the record crops that were asked of them. By personal visit, by telephone, by office conference, by letter, newspaper and radio they advised thousands of farmers on matters that were of highly significant interest to them in their pro-

duction programs.

We are not going into the work of the home demonstration agents but you may be sure that those women have kept as hard at work as the men in the Experiment Station and Extension Service.

In conclusion, we feel that the year 1944 has been a hard and busy and productive one for workers of the Experiment Station and Extension Service, but we are firmly convinced that equal or even greater effort will be necessary in 1945. We are ready to do all we can to help win the war, and we know all of you are, too. The road to victory is long and hard, and it is going to take our utmost efforts to win. We will do our best, and we know you will.

SHIPPING CITRUS UNDER STANDARD VENTILATION (Continued from page 10)

ines, or 18,000 lbs., however, in view of the wording of the Order, the rail lines were interpreting it to require 50% of the total weight of the car.

By long distance 'phone we requested the General Permit to be amended and in making the Amendment the Bureau did not carry out our understanding. We received Amendment No. 1 to General Permit No. 1, providing the tangerines, etc. in the mixed car comprise not less than 50% of the tariff minimum on oranges, i. e., 20,000 lbs.

The matter is still being vigorously handled requesting that our original understanding be made effective, by a further amendment to General Permit No. 1 to S. O. 262, which will allow the Tangerines, etc., in a mixed car to comprise 50% of the tariff minimum on tangerines, i. e., 18,000 lbs.

You will be advised as quickly as we can get this situation straightened out, however, in the meantime it will be necessary to load not less than 20,000 lbs. of Tangerines, etc. in a mixed car to get Standard Refrigeration, making reference on your Bill of Lading to "Amendment No. 1 to General Permit No. 1, under S. O. 262.

Rates on Citrus Fruit Loaded In Box Cars

During a recent car shortage of both Refrigerator and Ventilated Box Cars many shippers were obliged to load box cars. There is no rate provision in the tariff for loading box cars, and the only rates available are the refrigerator car rates. To points in Southeastern territory,

there is provided a lower scale of rates on citrus when loaded in railroad-owned Ventilated Box cars.

We handled this subject with the Officials of the Florida railroads, requesting that the rates on Citrus in Railroad Owned Ventilated Box Cars be applied to citrus, when loaded in ordinary box cars.

We are now advised that this has been accomplished, and is published in Supplement 49 to Florida Citrus Tariff No. 792, effective January 5, 1945.

I am further advised that if the higher rates and charges were assessed and collected on shipments which were loaded in Ordinary Box Cars, the railroads will entertain claims for over-charge to the basis of the rates and charges applicable to citrus, when loaded in Ventilated Box Cars, which will be handled through reparation channels with the I. C. C. for refunds to the lower basis of rates and charges.

JOHN A. O'ROURKE
Secretary-Manager.

FOR EVERYTHING THAT GROWS ON EARTH

High Grade TEXAS CALCINED MAGNESITE

Manufactured By J. J. Cates, Llano, Texas
Home Office, Cates Building, Sanford, Fla.

A fertilizer material rich in Magnesium for grove, nursery and farm requirements. Contains an average of 80% Magnesium as Magnesium Oxide — **immediately** active and available for improving soil pH Value, correcting Magnesium Deficiency, and building up a Magnesium reserve in the soil.

Your Fertilizer Manufacturer Will Supply TEXAS CALCINED MAGNESITE

in your favorite fertilizer brands at from 2 to 4 units for maintenance depending upon conditions, or will recommend **direct application** for correction of severe Magnesium Deficiency at a rate per acre to suit your particular condition.

"BRONZING" (Magnesium Deficiency)

of citrus trees and the various symptoms of Magnesium Deficiency in vegetables indicate serious losses in production which you cannot afford to take. The use of **Texas Calcined Magnesite** will pay big dividends in healthy trees and plant condition, increased volume of production, and improved quality of fruits and vegetables.

TEXAS CALCINED MAGNESITE now used and sold by:

Lyons Fertilizer Company, Tampa, Florida
Wilson & Toomer Fertilizer Company, Jacksonville, Florida
Florida Favorite Fertilizer Company, Lakeland, Florida
Haines City Fertilizer Company, Haines City, Florida
Polk County Fertilizer Company, Haines City, Florida
Maxcy Fertilizers, Inc., Frostproof, Florida
Wheeler Fertilizer Company, Oviedo, Florida
Chase & Company, Sanford, Florida
Citrus Culture Corporation, Mount Dora, Florida
Plymouth Fertilizer Works, Plymouth, Florida
Parrish Fertilizer & Manufacturing Co., Deland, Fla.
Naco Fertilizer Co., Jacksonville, Fla.



Superior's Extra Value Branch And Provide Your Groves

From the very start it has been the first consideration of this company to consider the needs of every customer's grove the same as if it was our own. We accord each grove's needs the same consideration as if we were personally paying the bills and were going to receive the profits. This, we believe, accounts for the tremendous increase in business this company has enjoyed in the passing year.

COMPARE THE GROVES WE FERTILIZE AND SERVICE WITH ANY OTHERS YOU MAY CHOOSE

Superior Fertilizer Company

G. D. Sloan, Pres.

Factory And Office East Broadway At 47th Street

Phone Y-1623

TAMPA, FLORIDA

P1021



FREE PUBLIC LIBRARY
JACKSONVILLE, FLORIDA

Making Big Ones Out Of Little Ones Is A Job

Confronts every Grower who develops his grove from nursery stock into producing Trees—and it is a job which requires intelligent care, constant attention and above all the proper fertilization. Nourishing Plant Foods that develop tree health and strength coupled with those Vital Elements which correct Plant and Soil Deficiencies are most vital in the development of any

include All 10 Vital Elements
Rich, Effective Plant Foods



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NITROGEN

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COPPER

IRON

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MANGANESE

SULPHUR

ZINC

Selelevision Demonstration Staged At Winter Haven

The first working demonstration of "Selelevision" made recently at Winter Haven attracted the attention and interest of many Florida citrus growers. With former Governor Doyle E. Carlton acting as master of ceremonies, many prominent citrus growers and shippers were in attendance.

Designed to bridge the gap between the producer and the consumer of perishable farm products, eliminate delay, confusion, duplication of effort and waste in distribution and selling of fruits and vegetables, "Selelevision" is designed to make possible the sale of such produce at the point of origin, with all great markets of the nation linked in a nationwide auction competing with each other for the purchase of each lot offered.

"Selelevision" and the National Market System is the brain-child of H. H. Stockfield and was brought about as a direct result of the heartbreaking experiences he encountered as a grower and shipper of farm produce.

Feeling that a more direct method of selling from farmer to consumer was imperative, if such losses and heartaches were to be avoided, Stockfield set about perfecting a more efficient system and "Selelevision" is the result.

Years of research, study and patient effort saw the perfection of a plan that made possible the marketing of farm produce on a nationwide competitive basis through the employment of a novel machine which, when coordinated and synchronized with similar machines over the wires of the American Telephone & Telegraph and associated companies, automatically linked as many market centers as desired, much the same as a national, coast-to-coast hook-up links any number of radio stations.

"The complete "Selelevision" unit consists of a specially designed teletype sending machine, which prints on a transparent tape and is connected through a reflecting projector with a clock-like machine having a large circular dial, so mounted as to be readily seen by a large roomful of people. A translucent rectangular screen connected with the machine reflects instantaneously any message, record or bid received over

the machine or from other sending machines in distant locations. All machines are automatically locked during the period that any machine in the entire system may be sending. The receiving units in all locations automatically pick up the message or bid flashing it on the screens at each location linked in the national hook-up.

Florida citrus growers, for ex-

ample, having carload shipments they desire to sell by means of "Selelevision" first obtain an inspection certificate, describing grade, quality and condition of the fruit offered, this is an official government inspector's certificate which guarantees the grade and quality. These certificates are uniform, reliable and authoritative. This certificate is transmitted to the sales office of the Selelevision Corporation in Winter Haven. All details covered in the certificate concerning that particular lot are then transmitted to every Selelevision Corporation office in the

(Continued on page 22)

THE BEST ASSURANCE

— A Citrus Grower Has For A Sound

FFFertilizing Program Is to Apply

Florida's Favorite "FFF" Brands

- Fifteen years of experience manufacturing FFFertilizer in the heart of the citrus belt are behind our balanced formulas.
- Successful growers by the hundred testify to the sound policies suggested by our staff of competent Citrus Field Men.
- Our fleet of trucks ensures prompt delivery service direct from factory to grove.

Florida Favorite
FERTILIZER COMPANY

Old Tampa Road

Lakeland, Fla.

... We are already caring for the printing requirements of many of the state's large concerns.

... We would welcome the opportunity to figure with you.

... On anything from the simplest form to your most complicated job.

Our Customers Are
Satisfied Customers

THE CITRUS INDUSTRY

Bartow : Florida

BARTOW

The County Seat
of
Imperial Polk County

Wherein more citrus fruit is produced than in any other county in the world, invites you to participate in the splendid facilities which are available here to citrus producers, packers and canners or citrus by-products factors.

You Will Always Find
A Cordial Welcome
in

BARTOW

SERVICE TO CITRUS GROWERS

Is only one of the many functions of this bank We will welcome the opportunity of making our facilities available to you.

A Record Of Growth

Our Deposits on Dec. 31, 1943 were
\$3,790,135.79

On Dec. 30, 1944 they were
\$5,750,663.39

FLORIDA NATIONAL BANK

At Bartow

Member Florida National Group
Member Federal Deposit Insurance Corp.

THE CITY OF LAKELAND

is the home
of

The Florida Citrus Commission

and many of the leading packing and canning plants and other factors of prominence in the state's citrus industry . . .

You will always find a friendly welcome awaiting you in . . .

— THE —
CITY OF LAKELAND

Commission Has No Authority to Change Maturity Dates

The Florida Citrus Commission has no right, under the law, to change the dates for terminating maturity inspection on fresh fruit, it has been advised by its legal department.

Recently the Growers Administrative Committee, contending that fruit today is far more advanced in maturity than at any comparable time in many years, asked the commission to terminate the inspection as of Dec. 1.

However, a law enacted by the last legislature sets Dec. 31 as the final date for maturity inspection on grapefruit, tangerines and all oranges except Valencias and other late types for fresh shipment. These latter varieties must undergo maturity inspection until March 31. Maturity inspection on cannery fruit is not required after Dec. 1.

LEGISLATIVE COMMITTEE NAMED BY FLORIDA CITRUS COMMISSION

(Continued from page 13)
packer and canner, it was pointed out.

In appointing the special committee, Chairman Fred W. Davis of Lake Wales, said that it was the hope of the commission that the entire industry would be united in one program and there would be no controversy between groups or individuals, that all could be united in their actions.



Thomas
Fuller
said it...

**"'Tis the farmer's care
That makes the field bear."**

Yes, regardless of soil or geographical location — in England 300 hundred years ago when Thomas Fuller made this observation, or in Florida today — a field bears better if it is carefully supervised by the farmer.

Now, in 1945 in Florida, "the farmer's care that makes the field bear" must include the application of proper plant food regularly — and that is where Gulf Fertilizers come in.

Gulf Fertilizers, you see, are especially prepared to supply the deficiencies of Florida soils. Gulf Field Men are trained to give detailed, reliable information and suggestions when farmers or growers need help on specific soil problems.

Yes, Gulf Fertilizers are the result of more than 40 years of experimentation and field testing — they're keyed to your soil. That is why many successful Florida farmers and growers, who reap record crops from every row, consider Gulf Fertilizers and Gulf Field Service an important part of the proper care of their farms.

THE WORLD'S *Safest* INVESTMENT
WAR BONDS



For Everything that
Grows in Florida...USE?



GULF Brands of
FERTILIZER

The Gulf Fertilizer Company
Tampa and Port Everglades, Florida

CONGRATULATIONS to THE CITRUS INDUSTRY Magazine

Upon 25 Years of Service in the Citrus Field

The undersigned concerns vitally
interested in the citrus industry of

Polk County

unite in a message of Congratula-
tions to the publishers of The Citrus
Industry Magazine.

FLORENCE VILLA CITRUS
GROWERS ASSN.

PERRINE & THOMPSON

WINTER HAVEN CITRUS
GROWERS ASSN.

COWARD FRUIT CO.

THE EXCHANGE NATIONAL
BANK
of Winter Haven

KUDER CITRUS PULP CO.
Lake Alfred

KUDER CITRUS FEED CO.
Bartow

STAR FRUIT CO.
Lake Alfred

H. A. POLLARD, INC.

SUNI-CITRUS PRODUCTS
CO.
Haines City

POLK PACKING ASSOCIATION

**SELEVISION DEMON-
STRATION STAGED AT
WINTER HAVEN**
(Continued from page 18)

country, (nine are now in operation in the following cities, Chicago, Cleveland, Detroit, Pittsburg, Winter Haven, New York, Boston, Philadelphia, and Buffalo.) At each of these offices copies of the certificate as flashed by "Selevision" are reproduced in sufficient quantity to provide every interested buyer with a copy prior to the sale. This information is provided the buyers the night before so that they have copies of actual certificates on all fruit to be offered for "Selevision" the following morning.

Assuming the sale is scheduled to start at 10 A.M. Buyers will assemble in the Selevision sales centers in each city where it is in operation. Let us assume that the first lot of fruit offered for sale is a carload, 400 boxes, of oranges, picked ripe, packed, certified and ready for shipment. The first bid \$4.00 a box is made in Chicago. "Chicago: \$4.00" appears on the screens of all auction rooms. Ten seconds is allowed between each bid, if no further bids are recorded in that time, which is recorded second by second on the large clock immediately above the "Selevision" screen, the word SOLD flashes and a bell rings, signifying the completion of sale, but if additional bids are received, for example, if within ten seconds Boston files a bid of \$4.20, the second hand of the clock automatically jumps back to zero and again begins ticking off the seconds, while the bid of \$4.20 from Boston remains recorded on the screen. The bidding continues as long as the time limit is not reached, but if no bid is received at the expiration of 10 seconds, the sale is consummated and the next lot is offered.

Thus "Selevision" permits buyers, sitting in all the important purchasing centers of the country, to participate in every auction sale as effectively as if they were there and with complete impartiality to all.

As soon as the sale is made the buyer will sign for the cashier of "Selevision" at his local auction room a four copy contract. Two copies will go to the seller, who will thus have one for his bank, if desired, and one for his own record, one goes to the buyer and the fourth copy is filed with "Selevision."

Congratulations to THE CITRUS INDUSTRY On Its 25th Birthday

When the magazine was born,
our firm was 11 years old

And during all these 36 years in
which we have been serving the
growers of Florida our . . .

X-CEL BRANDS

Have come to be recognized as a
Standard of Excellence through-
out the state.

KEEP IN MIND

X-CEL FERTILIZERS X-CEL SEEDS X-CEL FEEDS X-CEL INSECTICIDES

And remember, too, that our Field
Service Men are anxious to serve
you.

Jackson Grain Company

Faithfully Serving Florida Agriculture
For Thirty-Six Years

Tampa - - - - - Florida

The
CITRUS INTERESTS
of
LAKE COUNTY

.... Join In Congratulating

The Citrus Industry Magazine

THE OLDEST CITRUS
PUBLICATION IN FLORIDA

Upon 25 Years Of Progressive Growth

EUSTIS PACKING CO.

LAKE COUNTY CITRUS
SALES, INC.

A. S. HERLONG CO.

GROWERS MARKETING
SERVICE, INC.

CAWTHON PACKING CO.

PARKS WILLIAMS
FRUIT CO.

BOYER FRUIT PACKING CO.

BUCKEYE CITRUS SERVICE

VALENTINE & MOORE, INC.

UMATILLA CITRUS
GROWERS ASSOCIATION

W. F. AUSTIN & SONS

HARRIS & WADE

CONSOLIDATED
GROWERS ASSOCIATION

Growers and Shippers of Citrus Fruit
EUSTIS, FLA.

— THIS PAGE SUBSCRIBED BY FRIENDS OF THE CITRUS INDUSTRY —

Founder of Florida Citrus Canning Industry Dies

C. E. Street, generally recognized as the "father" of the Florida citrus canning industry, died in Winter Haven on Jan. 10, after an illness of two months, at the age of seventy-seven years. Funeral services and burial took place at Bradenton, where deceased had lived for many years.

Mr. Street, a native of Baxter Springs, Kan., came to Florida in 1913 after declining the Democratic nomination for the governorship of Colorado. He soon noticed that a considerable amount of Florida citrus was going to waste because growers did not ship it except in fresh form.

In 1914 he established his own laboratory and proved that grapefruit juice could be processed. His output found a ready acceptance. A year later he went to Haines City to establish the state's first citrus by-products plant, known as the Florida Fruit Products Company.

Going to Bradenton in 1919, he reorganized and became manager of the Florida Grapefruit Canning Company. He was active in its operation until a few months ago. Realizing that citrus processing was destined to become a big factor in the state's economic structure, he cooperated with Ralph Polk, sr., and the late Paul Stanton of Frostproof to organize the Florida Grapefruit Canners' Association in 1926 and served as its president until 1934.

BUY UNITED STATES WAR
BONDS AND STAMPS

NO REASONABLE OFFER REFUSED

On any part or all of five
carloads knocked-down
once used

1 3/5 Bushel
Florida Bruce
Boxes

ZEIDMAN COMPANY
2663 East 32nd St.
Cleveland 15, Ohio

Citrus Classed As "Essential Industry"

The production, packing and processing of Florida citrus fruits continue to be classified as "essential industry" in the nation's war work, the Florida Citrus Commission recently reminded workers in groves, packing houses and canning plants who may be disturbed by the recent "work or fight" edict aimed at getting more manpower for vital jobs.

Citrus, since the outbreak of the war, has been in great demand for the armed forces and civilians of both this country and the allied nations, and millions of dollars worth of canned juices and concentrates have been given high priorities in shipping, the commission pointed out.

But, citrus men have said, that only those persons who stay at their jobs in the citrus industry and who put in a reasonable amount of time on the job, could be defined as being in "essential industry" and that it was possible that the government, in enforcing the "work or fight"

edict, might make a checkup to determine legitimate citrus employees as differentiated from those who might call themselves "citrus workers" but not work at the job.

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The Most and Largest
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Miller and Ames
Surface Pipe

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Pumps

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Third Street
Three Blocks South of P. O.

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Dependable Service!



REG. IN FLA.

"The Modern Copper Fungicide"

It gives maximum efficiency at low cost.

It does not cause abnormal scale infestations.

It fits into normal spray combinations.

It is easily handled and disperses rapidly in the
spray tank.

COPOFILM is naturally fine. (It is not a ground product.) Its 1200 per inch particle size and its 34% metallic copper content are properly balanced. This makes the material go farther and give better scab and melanose control Florida citrus growers have recognized the outstanding quality of COPOFILM.

JACKSON GRAIN COMPANY
TAMPA - FLORIDA

For Valuable Premiums Save the Coupons Packed in Copofilm

War Food Administration Warns Of Tight Packaging Situation

Shippers and growers of fresh fruits and vegetables are warned by the War Food Administration that if production of these agricultural commodities is as large as expected this year, they again will have to take special measures to assure themselves of adequate container supplies.

Normal production of fruits and vegetables for the fresh market will put a heavy load on container requirements. Larger than normal production would increase the load materially. Furthermore, inventories of containers carried over by early tomato, early peach and Eastern and Midwestern apple shippers and growers, are much smaller this year than last.

Looking at the wooden container picture as a whole, officials say these items will be considerably short of new container requirements for 1945. The situation on fiber boxes and packages is somewhat the same. Labor problems are not

expected to be any less severe than in 1941. Equipment used in the industry such as trucks, tires and tractors for logging operations is a year older, and few new replacements can be provided. Lumber especially is considerably shorter in supply than the demand for it.

The current packaging situation does not justify any slackening in methods of stocking containers. The winter months afford an excellent opportunity in which to accumulate a back-log of both new and used containers as a reserve for coming months of heavy requirements.

To make certain of an adequate supply of containers for handling the expected production of fresh fruits and vegetables, WFA officials recommend that wartime adjustments used in packaging crops during the past two years be continued. These include:

(1) Placing orders for containers by shippers and growers as far as

possible in advance of need and taking delivery at any time the containers are available.

(2) Salvaging containers and re-using them to the utmost. Number of used containers were available last year only by consistent ordering throughout the season. This is important, as there is no place to stockpile used containers except in the sheds of growers and shippers.

Allen & Company

Investment Securities
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LAKELAND, FLORIDA
Phone 2133

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Save WITH WAR BONDS

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Peerless Turbine and Goulds Centrifugal Pumps

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Machinery and Industrial Supplies

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OUR 80TH YEAR OF SERVICE

The LYONIZER

Department

COMPILED BY THE LYONS FERTILIZER CO.

Reports Of Our Field Men . . .

SOUTHWEST FLORIDA

F. W. (Felton) Scott

We recently had one of the finest rains this territory has experienced in a year and a half and needless to say it has done a world of good. Citrus trees are beginning to put out a spring flush of growth and considerable bloom is coming along with this growth. With favorable weather conditions continuing through the next few months we can anticipate a very fine flush of growth which is needed very much as a large percentage of our trees were badly defoliated by the hurricane during the early fall. Considerable cabbage, lettuce, escarole and cauliflower is being harvested at the present time and so far the prices have been very satisfactory. The celery movement from the Sarasota area is just commencing. As usual, we will have a nice acreage of tomatoes planted throughout this territory. The spring crop is now being set and indications are that most growers will be through setting by the first of February.

HILLSBOROUGH & PINELAS COUNTIES

C. S. (Charlie) Little

We had some very nice and badly needed rains during January and they certainly have been of great value to citrus groves. Many growers were busy with their irrigation systems up until the time we received rain. This worked a hardship on the grower as he did not have sufficient labor to irrigate and spray at the same time and both of these operations were considered of major importance. Grapefruit movements have been pretty heavy during the past few weeks and there has been considerable interest among the canners in getting every available crop tied up for movement at the earliest possible date. Trees have started to bud out in Pinellas county and considerable bloom buds are showing along with the new growth. This condition is especially prevalent on groves that were damaged by salt spray in the fall. Growers are interested in getting their trees back in tip-top shape and it appears that

we will have a good tonnage of topdresser this spring.

POLK COUNTY

J. M. (Jim) Sample

Growers have been very busy during the past month getting their grove properties sprayed with zinc, and in many cases copper and D. N. have been used. The spring application of topdresser is now being applied and as a general rule this mixture is carrying ample amounts of magnesium, manganese and copper. Groves that were partially defoliated by the hurricane as well as those that were damaged by the frost are putting out an abundance of new growth and in many cases a fairly good bloom is coming along with the growth. Grapefruit from this section is rapidly being moved to the cannery or the packing house and it now appears that the entire crop of this variety of fruit will have been moved at an early date. Mid-season oranges are also being moved at a rapid rate and the season on these varieties will be over within a couple of weeks. There is a great deal of interest being shown by the buyers in the valencia crop and a large tonnage has been sold. Growers have done an excellent job in getting their hurricane damaged trees worked over and most of these trees will make a good growth this spring.

NORTH CENTRAL FLORIDA

V. E. (Val) Bourland

It is surprising how much the individual grower can accomplish when he has so little help to carry on the many operations that are necessary for a well kept grove. Throughout this section we have growers that are delivering their own fruit to either the canner or the packing house and at the same time he is taking care of irrigation, fertilization, spraying and the many other things that are necessary. At this time we are very busy with the spring spray program and practically all growers are planning to follow this through with a complete program during the year. In some localities we still have a considerable tonnage

of midseason fruit to be moved to market, but the grapefruit is just about cleared from the trees. Fruit buyers are actively engaged in an effort to buy valencias and will start moving this variety of fruit just as soon as maturity tests will permit. Leafy vegetables are being moved from the Winter Garden and Zellwood areas and the prices are within a satisfactory range. The spring plantings will be about the same acreage as in former years.

WEST CENTRAL FLORIDA

E. A. (Mac) McCartney

The rains during the month of January were very beneficial to both vegetable and citrus growers. The berry crop in the Plant City section has come back in good shape since the heavy frost and some berries are now being placed on the market. The berry ceiling price has been very discouraging to growers and unless this ceiling is raised it is doubtful whether there will be a great deal of interest in this crop in the immediate future. A considerable acreage of watermelons has been planted in this section and the rains of January were certainly beneficial. With a few more good showers we should have a good crop of melons. Citrus growers are now going forward with their spring application of topdresser and are anticipating a good bloom this spring. We have very few trees that were badly defoliated by the hurricane so we have no bloom hazard from this source. Fruit of the midseason varieties of oranges, and also grapefruit is getting scarce in this territory. There has been a number of valencia crops sold throughout the territory at very good prices.

Our
Fighting Men
Need
Our Help
Buy Bonds



There's one thing plumb certain about growin' crops this season, and that is that these here nutritional sprays was never more important than they are right now. This little blow we had a while back really whipped the stuffing out of a lot of trees, which not only took a lot of foliage with it and shocked the trees no end, but laid 'em wide open for melanose both on new growth and on the new crop. If you hain't already sprayed your grove, we'd suggest you get about it right now and then foller it up with a copper spray in April. Then since new growth needs to be encouraged a heap because of that little blow we mentioned, a high percentage of nitrogen will be mighty helpful, and we'll bet a lot of good growers are goin' to put a top dresser on their groves just as soon as they can get it there.

We made a little trip this month down in the area south of Lake Okeechobee and now we know why this section is called the greatest winter vegetable section in the whole United States. 'Course it ain't fully developed yet but when it is it shore looks to us like the whole nation could get all its winter vegetables from this one section. They've reclaimed about 1300 square miles already by buildin' a levee around the lake and puttin' in what looks like hundreds of miles of canals and ditches. 'Bout 100,000 acres has been made productive this way and the same amount of land has been diked and ditched.

Cooperation is one of the greatest things in the world. And the tomato growers of Lee county are doin' it on their tomato crops. Instead of everybody trying to have their crops ready at the same time they've got together and planned their plantings so that they'll have tomatoes to ship in late December, January and February. Smart, we calls it.

Progress is sumpin' that just don't happen. A good example is the fact that Florida's cattlemen has made more progress in the last four or five years than they had made in the last 30. And it's all because they got sort of steamed up about producin' better cattle and in developin' better pastures by fertilizin' 'em right. So today Florida ranks right up at the top in the cattle business. Fine, pure bred stock is becomin' more and more common and cattlemen are fertilizin' their pastures—all because they know that it means bigger and quicker profits.

Vegetable growin' too, is comin' along. They tell me that in 1943-44 more'n 300,000 acres in Florida was planted to vegetables and that 79,605 cars of these crops was shipped out of the state for a total of \$94,944,402. And while that don't sound as big as a billion, it shore makes a heap of noise in my figurin'. Good fertilizin' has made crops bigger and better. You just can't get away from it, good fertilizer has done a heap to improve this old world.

Uncle Bill

Texas Growers To Advertise Valley Fruit . . .

Florida and California citrus growers have long made a practice of carrying on extensive advertising campaigns to promote the sale of citrus fruits in Northern markets. To a lesser degree, the Rio Grande Valley Citrus Exchange has advertised Texas citrus fruits. Now, however, a movement is on foot to enlarge this activity through an organization embracing all citrus and vegetable growers in the Rio Grande Valley.

The Mission Times, published in the heart of the Texas fruit and vegetable belt, has the following to say of the proposed advertising campaign:

"Valley-grown citrus and vegetables will gain national recognition through a campaign to be sponsored by producing interests throughout the Valley if a program launched recently is adopted following a council meeting in McAllen. Assessments on a per-box basis would be made on fresh citrus, tomatoes, potatoes, and onions and possibly on canned citrus juice, according to the plan outlined.

"A council has been named from representatives of the citrus and vegetables growers, shippers, and canners with the objective of mapping a campaign and presenting a plan for legislation to be recommended for the industry at the next session of the Texas Legislature.

"The council includes R. B. McLeaish of Weslaco, ex-officio chairman, Merle Clark of Harlingen and J. R. St. Clair of McAllen, canners; G. O. McDaniel of Edcouch and Cleve Tandy of Los Fresnos, shippers; Stanley Crockett of Harlingen, Jim Ward of San Benito, A. L. Cramer of Elsa, Sam Tayloe of Rio Farms, Ben Barnes of Harlingen and Marvin Goodwin of Mission, growers; and D. F. Strickland, Mission as legal counsel. Several members are yet to be named.

"The council will meet again in two weeks, McLeaish said, to discuss a program and make recommendations for future activities.

"Austin E. Anson, Harlingen, executive manager of Texas Citrus and Vegetable Growers and Ship-

pers, said an assessment of five cents a box would bring in a fund of \$600,000 a year from fresh citrus fruit alone and if canned citrus were included a total of \$1,000,000 would be realized for advertising the citrus industry of the Valley.

"A penny a lug on tomatoes would raise \$87,500, a penny a bag would realize \$44,000 from onion shipments and \$7,800 from potatoes.

Plan Already In Use

F. B. Holland of Mission, president of the Rio Grande Valley Citrus Exchange which already assesses its members two cents a box for advertising its Texus brand said anything that helps the industry would help the exchange.

"E. Marvin Goodwin, Mission grower, warned there would be no point to advertising Valley fruit unless green fruit were prevented from moving to market but that advertising should be done 'for our own good.'

"A. L. Cramer of Elsa said he would be opposed to any legislation or tax without assurance the program would be administered by Valley people.

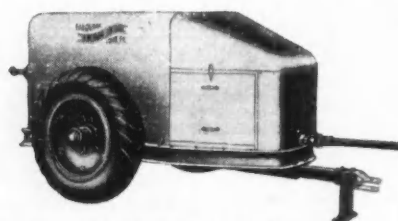
"Any assessment for a Valley advertising program would have to be with consent of the growers and others whose products are shipped from this area, it was brought out.

"The advertising program would of the sale of those products for have for its purpose the stimulation which demand was lacking but would be principally for furthering consumption of Texas citrus.

"Mission men who attended the opening session, which was called by the Valley Planning Board, included Goodwin, Logan Duncan, Holland, and Strickland."

SIDNEY JOHNSON RETURNS TO NATIONAL BISCUIT CO.

Now that the Grocer-Consumer Anti-Inflation Campaign is well under-way, Sidney Johnson has returned to his regular position in private industry as Merchandising Manager for National Biscuit Co., from which he has been on leave of absence to direct the campaign for OPA. His original agreement was to devote three months to the campaign, but because of the intense enthusiasm developed by the program, he extended his service for a fourth month. The program is now reaching its peak in many sections of the country and will continue into 1945.



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- More than 100 models assure you the EXACT Iron Age machine to do your spraying with ease, economy and thoroughness.
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HECTOR SUPPLY COMPANY, MIAMI, FLORIDA

York, Pennsylvania

Revised Schedule For Canners' Grapefruit

The War Food Administration and Office of Price Administration have announced a reduction in the grower price of Florida grapefruit for canning from \$37.39 to \$35.67 per ton "on tree" basis.

These agencies stated on November 10 that the actual average price (not to exceed \$37.39 per ton "on tree" basis) paid by canners, for Florida grapefruit would be used in establishing ceiling price for sales of canned grapefruit juice to government agencies, and in determining the maximum rate of subsidy for which canners would be eligible under the 1944-45 canned grapefruit juice subsidy program. It also was stated that this grower price (\$37.39 per ton) was based on estimates of production made shortly after the October Florida hurricane and that the price would be revised if later crop estimates indicated substantial changes. Since the December crop report indicates prospective production that is 1,000,000 boxes

greater than the previous estimate, the grower price per ton has been revised to \$35.67 per ton.

The revised price, however, will not be used in determining the maximum rate of subsidy payment, or ceiling prices for sales of canned grapefruit juice to government agencies, with respect to deliveries of raw grapefruit made to canners' plants prior to January 1, 1945. In the event later official crop estimates show substantial changes, further appropriate revisions will be made.

It is planned that there will be flat dollar-and-cent ceiling prices for canned blended orange and grapefruit juice regardless of the prices paid for raw fruit. Consequently, the reduction in the grower price announced this month will apply in establishing new ceiling prices applicable to this season's pack of blended juice in Florida.

Better Fruit Program

With special emphasis on the handling and treatment of storm-damaged groves, the 1945 spray and dust schedule, issued by the Florida Citrus Commission as a part of its "better fruit" program, is now ready for distribution, Chairman Fred W. Davis has announced.

Copies of this schedule, with the important storm-damage supplement, are distributed free to citrus growers and can be obtained from county agents, teachers of vocational agriculture or directly from the Florida Citrus Commission in Lakeland, the announcement said.

The control of "rust mites", scab, scale, whiteflies, purple mites and other such pests is fully described in the schedule which is used in all sections of the state to govern spray and dusting of citrus groves.

"Considerable time and effort has been spent to make this spray and dust schedule accurate and authoritative and of maximum benefit to growers," Davis said in urging that citrus growers obtain free copies.

Processed Food Wholesalers Must Explain Point Shrinkage

Since December 2, 1944, when processed foods wholesalers were required to surrender, or begin surrendering, points in excess of 110 percent of their December maximum allowable inventory, the OPA National Office has been receiving an extraordinary number of petitions requesting adjustment in maximum allowable inventory.

Examination of these petitions and audits of the reports made by the applicants show that many wholesalers have been using all of the points they have had on hand, without regard for maximum allowable inventory limitations. Another striking feature revealed by audits of wholesaler reports is that many petitioners have sustained shrinkages in point capital position which are not accounted for by losses resulting from changes in point values and cannot be traced to any other determinable cause.

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calls for
d/p DOLOMITE
Annually...



● Because citrus trees are highly sensitive to acid-alkali balance, make sure that your grove soils stay within the proper pH range by applying d/p DOLOMITE once each year. d/p DOLOMITE not only neutralizes soil acid but also supplies the calcium and magnesium necessary to tree health... bigger, finer yields and larger profits. Apply d/p DOLOMITE now and give your new crop a better start.

DOLOMITE
Products, Inc. OCALA, FLORIDA

Buy War Bonds

CITRUS RESEARCH
(Continued from page 7)

trolling shrinkage in the future. The newer concepts of nutrition, and the new acquaintance that many of our citizenry have made with citrus during the present emergency have aroused a desire for it that will result in an increased demand in the future. We should do everything possible to insure that this demand be met with fruit that is long-lived and relatively free from spoilage.

More fundamental research on the nutritive and health-giving properties of our fruit is very much in order. At the present time I am sure many of us feel that citrus is a better source of vitamin C than is the synthetic material in a capsule. However, this is a point that needs to be proved. This is especially true when we consider the almost inevitable post-war competition from the synthetic product.

In closing, I would like to ex-

press what I am sure is the appreciation of the entire industry for the excellent citrus research work done in the past by the various agencies of the University of Florida and the United States Department of Agriculture, and by private industry and individuals in the state. I am sure that they will be as unstinted in their labor in the future. For my own part, I would like to promise the full cooperation of the Research Department of the Florida Citrus Commission with any and all sections of the industry.

Army jeeps are being tested for their adaptability to farm work in numerous localities.

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FOR SALE—About 50 yards chicken fertilizer at \$4.50 per yard F. O. B. our farm. Snyder's Poultry Farm, Rte. 1, Summerfield, Fla. (Marion).

NOW BOOKING ORDERS for citrus trees on various root-stocks for next June planting. Superior trees.

WARD'S NURSERY
AVON PARK, FLORIDA

FOR SALE — 35,000 ft. 8-5/8" OD 21.31 L. W. Line Pipe in 40-ft. Lengths P. E. Beveled, used but in excellent condition.

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921 East Michigan Ave. Jackson, Mich.

Will pay \$5.00 for a used Citrus BUDDING KNIFE in fair condition. Can also use badly worn budding knives if still serviceable for \$2.50. Will buy a number of "Rogue" citrus seedlings from nurserymen, 10 cents per seedling. Must be vigorous variant plants. Donald J. Nicholson, 1224 Palmer St., Orlando, Fla.

CITRUS TREES—Best quality usual varieties on sour orange or rough lemon stock. Robt. P. Thornton, c/o Clay Hill Nurseries Co., Box 2880, Tampa, Florida.

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at pre-war level and giving 100 per cent cooperation to our government — is our war-time aim — We appreciate the loyalty and cooperation of our subscribers in 27 Florida communities.

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